What is claimed is:

1. A process for producing wire binding elements for binding brochures, comprising:

forming a loop in a wire with a mechanism comprising a set of connected components, and varying a dimension of said loop for at least one of said brochures by varying at least one of said components while connected.

2. The process of claim 1, further comprising rotating at least one of said components.

3. The process of claim 1, further comprising moving at least one of said components rectilinearly.

4. The process of claim 1, further comprising forming said loop by moving two of said components rectilinearly transverse to each other.

5. The process of claim 1, further comprising forming said loop by moving a bending die in an arc generated by moving two of said components rectilinearly transverse to each other.

6. The process of claim 1, further comprising determining a loop length to form.

7. The process of claim 1, further comprising determining a number of loops to form.

8. The process of claim 1, further comprising determining a loop length to form based on a thickness of at least one of said brochures.

9. The process of claim 1, further comprising determining a loop length immediately before forming said loop.

10. The process of claim 1, further comprising forming a number of connected loops corresponding to a number of perforations along an edge of at least one of said brochures.

11. The process of claim 1, further comprising forming several loops corresponding to perforations along an edge of at least one of said brochures.

12. The process of claim 1, further comprising cutting said wire after a determined number of connected loops are formed.

13. A process for producing wire binding elements for binding brochures, comprising:

forming a loop in a wire with a mechanism comprising a set of connected components, and varying a dimension of said loop for at least one of said brochures by varying said mechanism with at least one of said connected components.

14. The process of claim 13, further comprising rotating at least one of said components.

15. The process of claim 13, further comprising moving at least one of said components rectilinearly.

16. The process of claim 13, further comprising forming said loop by moving two of said components rectilinearly transverse to each other.

17. The process of claim 13, further comprising forming said loop by moving a bending die in an arc generated by moving two of said components rectilinearly transverse to each other.

18. The process of claim 13, further comprising determining a loop length to form.

19. The process of claim 13, further comprising determining a number of loops to form.

20. The process of claim 13, further comprising determining a loop length to form based on a thickness of at least one of said brochures.

21. The process of claim 13, further comprising determining a loop length immediately before forming said loop.

22. The process of claim 13, further comprising forming a number of connected loops corresponding to a number of perforations along an edge of at least one of said brochures.

23. The process of claim 13, further comprising forming several loops corresponding to perforations along an edge of at least one of said brochures.

24. The process of claim 13, further comprising cutting said wire after a determined number of connected loops are formed.

25. An apparatus for producing wire binding elements for binding brochures, comprising:

a wire loop forming mechanism having a set of connected components, at least one of said components being variable while connected to determine a dimension of said loop for at least one of said brochures.

26. The apparatus of claim 25, further comprising a first collet and a second collet, and a loop length corresponds to half a distance from said first collet to said second collet.

27. The apparatus of claim 25, wherein said mechanism is configured to form a plurality of connected loops.

28. The apparatus of claim 25, further comprising a wire cutter.

29. The apparatus of claim 25, wherein one of said components comprises a wire bending die, and wherein said mechanism is configured to move said bending die in arc.

30. The apparatus of claim 25, wherein said components include an arm having a variable length and configured to rotate.

31. An apparatus for producing wire binding elements for binding brochures, comprising:

a wire loop forming mechanism having a set of connected components, at least one of said components being variable while connected to determine a dimension of said loop for at least one of said brochures,

said components including a first sled moveable in a first direction, and a bending die mounted on said first sled moveable in a second direction transverse to said first direction.

32. The apparatus of claim 31, wherein said components include an arm configured to rotate and having a variable length connected to said bending die.

33. The apparatus of claim 31, wherein said components include a second sled configured to move in said first direction twice as far as said first sled.

34. The apparatus of claim 33, wherein said first sled and said second sled are interconnected by a pinion.

35. The apparatus of claim 33, wherein said first sled and said second sled are interconnected by a rocker.

36. The apparatus of claim 31, wherein movement of said first sled and said bending die are interrelated to move said bending die in an arc.